



PDA Planning Program
CYCLE FIVE
PROGRAM GUIDELINES



Program Description

The PDA Planning Program is an initiative to finance planning in Priority Development Areas (PDA) that will result in intensified land uses around public transit hubs and bus and rail corridors in the nine-county San Francisco Bay Area. The key goals of this program are to:

- (1) Increase both the housing supply, including affordable housing for low-income residents, and jobs within the planning area
- (2) By increasing land use intensities in the planning area, boost transit ridership and thereby reduce vehicle miles traveled (VMT) by PDA residents, employees and visitors
- (3) Increase walking, bicycling, carpooling and carsharing by effectively managing parking and driving while promoting multimodal connections for residents, employees and visitors within the PDA
- (4) Locate key services and retail within the planning area.

Grantees must address all PDA planning elements listed below under Planning Elements on page 3. If a precise or specific plan encompassing the PDA has been completed or amended within the last 10 years, select planning elements may be excluded from the planning process. An explanation of how these elements have been addressed must be included in the application.

Grantees successful in securing funding under Cycle Five of the PDA Planning Program will enter into funding agreements within six months of grant award by MTC (grant award expected June 27, 2012, funding agreements to be signed by December 31, 2012). The overall program is jointly managed by both MTC & ABAG.

Eligible Applicants

Local governments (cities and counties) are eligible for PDA planning funds. At a minimum, planning areas must be at least 100 acres, but could encompass up to 500 acres (e.g. half-mile radius around a transit station) or more. Local governments must partner with the transit providers serving the PDA, as well as the relevant county congestion management agency in order to receive funding. Partnerships with local non-profit groups and community-based organizations are also strongly encouraged.

Eligible planning areas include:

- Areas approved as planned or potential Priority Development Areas (PDAs) to the FOCUS program
- MTC Resolution 3434 station areas.

Note that some of the planning elements listed below (i.e. multimodal access and connectivity, parking demand analysis) should address the relationship between the identified planning area and key surrounding land uses outside of the planning boundaries.

Funding Details

<u>Amount available:</u>	\$4,000,000
<u>Type of Funds:</u>	Federal Surface Transportation Program*
<u>Grant minimum:</u>	\$100,000
<u>Grant maximum:</u>	\$750,000 – See chart below for specific award guidelines by place-type
<u>Required local match:</u>	20% - a local match of 20% of the total project budget is required and must be provided as a match. Only local funds can be used as a match – federal funds cannot be used.
<u>Pre-Application workshop:</u>	February 29, 2012, 2:00pm
<u>Application deadline:</u>	April 12 th , 2012 @ 4pm
<u>Planning timeframe:</u>	Plans <i>must be completed within 30 months</i> from the effective date of the funding agreement between the applicant and MTC.

Jurisdictions must be prepared to comply with all federal contracting requirements associated with planning grant funds. Applicants can learn more about these requirements at the pre-application workshop scheduled on February 29, 2012.

Grant funding works on a reimbursement basis for agreed-upon deliverables associated with the scope of work for the project. The grant and match are to cover direct project costs, including staff and project oversight.

No more than 1/3 of the available funding in this cycle will be awarded to one jurisdiction. Jurisdictions with previously-awarded uncompleted Station Area Planning & Land Use grants must indicate available staff capacity to manage any new planning grants. Another call for applications is anticipated in January 2013.

Eligible Planning Activities

The PDA Planning Program provides financial support for planning processes that seek to increase (1) the housing supply, including affordable housing, (2) jobs and (3) transit ridership within PDAs by intensifying land uses around current or future transit stations or corridors within the planning area. Planning processes that have the greatest potential for resulting in real land use policy changes and new development will be the most competitive.

Specific plans—or an equivalent—are preferred due to the ability to conduct programmatic Environmental Impact Reports (EIRs) on the plan in order to facilitate the development process. EIRs are strongly recommended as part of the proposed planning process, although not required. However, there must be a strong implementation component for any planning process funded through this program, including agreement by the local jurisdiction to formally adopt the completed plan. Refer to the chart below for specific award guidelines by place-type. A description of development guidelines associated with each FOCUS Program place-type is found in Appendix 2.

Award Guidelines by Place-type

Place-type	Regional Center, City Center, Suburban Center, Urban Neighborhood	Transit Neighborhood, Transit Town Center, Mixed-Use Corridor, Employment Center	Rural Town Center, Rural Corridor
Award	<ul style="list-style-type: none">Up to \$750,000 if both Specific Plan & EIRUp to \$400,000 if EIR only	<ul style="list-style-type: none">Up to \$500,000 if both Specific Plan & EIRUp to \$250,000 if EIR only	Up to \$250,000
Outcome	Specific Plan and/or EIR	Specific Plan and/or EIR	Specific Plan and/or EIR

Additional Match Information

- How to calculate match
The match is based on *total project cost*, not the amount of the grant. For example - a jurisdiction with a \$550,000 planning project could apply for \$440,000 in grant funding (80% of \$550,000) with a \$110,000 match (20% of \$550,000).
- Can the match include staff costs?
The grant and match can cover direct project costs, including staff and project management. Up to 10% of the total project cost could be spent on project management by the jurisdiction. Using the example above, with a \$550,000 planning project, up to \$55,000 could be spent on project management (but not required). If a jurisdiction is paying planning staff to manage the project, then this \$55,000 could be used as half of the required \$110,000 match.
- The match covers the span of the project timeframe, which is up to 30 months (2.5 years).

* For more information about Surface Transportation Program funds see <http://www.mtc.ca.gov/funding/STPCMAQ/>

Planning Elements

Plans funded under this program should address the Station Area Planning Principles outlined in the *Station Area Planning Manual* (http://www.mtc.ca.gov/planning/smart_growth/Station_Area_Planning_Manual_Nov07.pdf). At a minimum, plans should include the planning elements listed below.

As noted on page one, if a precise or specific plan encompassing the planning area has been completed or amended within the last 10 years, select planning elements from the list below may be excluded from the planning process. In that case, the applicant should outline the requested needs and explain how all remaining planning elements outlined below have been satisfied.

A detailed description of each planning element is included in **Appendix 1** to the application. Additional information is also found in the *Station Area Planning Manual* referenced above.

- (1) An *overview profile* of the planning area including demographic and socio-economic characteristics, transit/travel patterns and use, physical aspects of the PDA, as well as any known issues to be addressed in the planning process
- (2) A significant public *outreach and community involvement* process targeting traditionally under-served populations
- (3) The development of several detailed *land use alternatives*
- (4) A *market demand analysis* for housing at all levels of affordability, jobs and retail in the planning area
- (5) A *housing strategy* that promotes housing affordable to low-income residents and attempts *to minimize displacement* of existing residents
- (6) A multi-modal *access and connectivity* component
- (7) *Pedestrian-friendly design standards* for streets, buildings and open space
- (8) An *accessibility analysis* for people with disabilities that ensures fully accessible transit stations, paths of travel between stations and surrounding areas, and visitable and habitable housing units
- (9) A *parking analysis* to create a parking policy and management element that aims at reducing parking demand and supply through pricing, zoning, and support for alternative modes
- (10) An *infrastructure development analysis* and budget
- (11) An *implementation plan*, along with a financing strategy, to ensure that the plan will be adopted and all necessary supporting policies, zoning, and programs will be updated.

EVALUATION CRITERIA & APPLICATION PROCESS

PART ONE: Screening Criteria

- (a) Planning area is a planned or potential PDA under the FOCUS program or contains a Resolution 3434 transit station and is a minimum of 100 acres.
- (b) Applicant is partnering with relevant local transit providers serving planning area
- (c) Applicant has committed minimum local match amount (20% of total project cost)
- (d) Resolution from City Council supporting *EITHER*
 - a. the proposed planning process for Resolution 3434 station areas *OR*
 - b. the area as a Priority Development Area under the FOCUS program
- (e) Application is complete and responsive.

PART TWO: Evaluation Criteria (100 POINTS TOTAL)

1. Location within a Community of Concern (7 points)
Project area includes a Community of Concern as defined by MTC's Lifeline Transportation Program - see <http://geocommons.com/maps/110983>

2. Project Impact (25 points)

- (a) Potential to increase the following within the planning area:
 - Housing supply, particularly affordable housing for low-income residents
 - Employment, key services and retail
 - Transit ridership and multi-modal transportation options
- (b) If applicable, potential for the transit station and/or transit serving the station or planning area to be operational within 10 years
- (c) Selection of appropriate place-type and ability to meet associated development guidelines as found in Appendix 2.

3. Existing Policies (15 points)

- (a) Jurisdiction has demonstrated a commitment to provide an increase in housing and transportation choices demonstrated through existing policies, such as innovative parking policies, TOD zoning, transportation demand management strategies, existing citywide affordable housing policies and approved projects, supportive general plan policies, sustainability policies, including green building policies and alternative energy policies, etc.

4. Planning Process (23 points)

- (a) Potential for plan to address the planning elements described in Part 6 of the application based on Station Area Planning Principles in the *Station Area Planning Manual*. Narrative includes strong strategic approach to addressing all of the planning elements and highlights any local issues or conditions related to the elements, indicating how they may factor into the planning process. If any planning element(s) will not be included in plan because the jurisdiction has completed or updated a precise or specific plan in the last 10 years, applicant has demonstrated that policies, programs or analyses already exist that satisfy the intent of each element.

5. Local Commitment (15 points)

- (a) Planning process is ready to begin – the jurisdiction will be able to enter into a funding agreement with MTC by December 2012 following grant award in June 2012. City is prepared to see the plan through to implementation, including any associated updates to the jurisdiction's general plan and zoning code.
- (b) Demonstration of community, major property owner(s), City Council, relevant transit operator(s) and congestion management agency support for planning process (public involvement to date, letters of support, etc.).

6. Implementation (15 points)

- (a) Plan, related zoning changes and general plan amendments and EIR (if applicable) are intended for adoption by City Council or Board of Supervisors
- (b) Jurisdiction has plans to ensure that development proposals conform to both the plan and community expectations.

PART THREE: APPLICATION PROCESS

Step 1: Call for Applications issued in January 2012.

Step 2: Potential applicants attend a pre-application workshop on February 29, 2012 (2:00pm) at the MTC/ABAG offices (101 8th Street, Oakland, 94607)

Step 3: Applicants submit applications by deadline of April 12, 2012, 4:00PM

Step 4: Applications are evaluated using the criteria outlined above by a team consisting of regional agency and partner agency staff. *Staff reserves the right to screen applications prior to review by the evaluation panel if applications are incomplete or non-responsive to key elements of the program.*

Step 5: Based on the final recommendations of the evaluation team, and funding availability of the overall program, MTC's Executive Director will make a final funding recommendation to the Commission in June 2012.

Step 6: Following the Commission's approval, grant recipients will enter into a funding agreement with MTC within 6 months of the grant award and initiate the planning process.

Step 7: PDA Plans must be completed within 30 months from execution of the funding agreement. Planning funds not invoiced within 30 months will revert to the planning program.

Timeline Summary

Call for Applications Issued	January 2012
Pre-Application Workshop	February 29, 2012, 2pm
Submittal Due Date	April 12, 2012, 4pm
Review Process	April 16, 2012 – June 1, 2012
Draft Project List	June 6, 2012
Final Program of Projects	June 13, 2012 (MTC's Programming & Allocations Committee)
Commission Approval	June 27, 2012
Funding agreements signed with MTC	December 31, 2012
All work completed	June 30, 2015*
* within 30 months of date of signed funding agreement	

Applications for funding under the PDA Planning Program must be submitted in electronic format only. E-mail application materials to Therese Trivedi, PDA Planning Program Manager, at ttrivedi@mtc.ca.gov.